

YOUR CONNECTION TO THE GOODNESS THAT GROWS IN NORTH CAROLINA

THE LINC



Spring 2006

Got to Be NC Marketing Campaign Launches



This past summer, the Marketing Division premiered a brand new marketing campaign designed to enhance the Goodness Grows in North Carolina program!

Commissioner Steve Troxler hosted press conferences in Raleigh and Greensboro to launch the "Got to Be NC" initiative. Joined by various food industry officials, Commissioner Troxler showed off the department's Got to Be NC tractor-trailers and gave an overview of the expectations of the program.



"We are fortunate to produce so many commodities here in the state, which gives consumers access to the freshest, safest and highest quality food products available," Troxler said. "Agriculture and agribusiness represent our state's leading industry. By buying North Carolina agricultural products, consumers are helping support jobs across this state, keeping our economy strong. If your favorite store or restaurant doesn't carry NC products, then I encourage you to talk to the manager and tell him or her that it's 'Got to Be NC.'"

Since its inception, the Got to Be NC (GTBNC) logo has appeared in a number of areas. Grocers have begun using the logo in their ads. Restaurants are using the logo on their printed materials. Many commodity associations are touting the program at their annual meetings, in brochures, media campaigns and more.

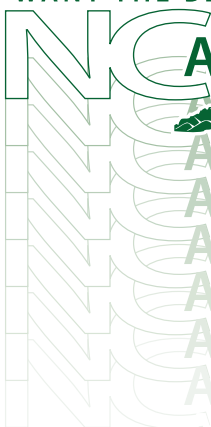
Thanks to a special Golden LEAF Foundation grant (*see article on page 2*), the Marketing Division will oversee a new marketing campaign targeting grocers, foodservice and media that will help spread the message beginning this spring. GGINC members will have the opportunity to participate in a number of ways to promote the GTBNC program too.

So look for ways that you too can let consumers know that "when you want the best, it's Got to Be NC!"

See inside for more news about the Goodness Grows Program, Retail, Food Service, Produce and International.

WHEN YOU WANT THE BEST IT'S...

got to be
got to be
got to be
got to be
got to be
got to be
got to be
got to be



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...and more!

Marketing Division Receives Major Grant

In November 2005, the Marketing Division learned that it had received a grant of \$350,000 from the Golden LEAF Foundation. The overall purpose of this grant is to expand and promote the Goodness Grows in NC program through the use of the Got to Be NC marketing campaign.

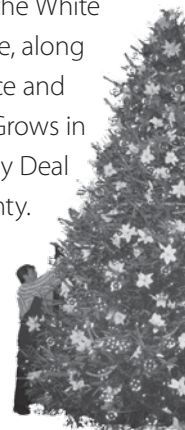
The grant's components include targeted campaigns with the state's grocery and foodservice companies. A major media campaign utilizing TV, radio, print and billboards will start this summer. We will also explore a small campaign to benefit the greenhouse and natural meat categories. Finally, our International section will develop a Got to Be NC campaign for the Toronto area.

Each and every Goodness Grows in NC member can benefit from some part of this exciting campaign. Expect to see a lot more NC products in your local grocer's weekly ads or watch for signs in your favorite restaurant. Catch one of our new radio or TV ads or take advantage of new opportunities on a Toronto trade mission.

More details are coming soon. But we can assure you, this promises to be the biggest and best marketing push we have ever undertaken!

NC Fraser Fir is Focal Point of White House Christmas

An 18-½ foot North Carolina Fraser fir graced the White House Blue Room this past Christmas. This tree, along with trees for President Bush's private residence and the Oval Office, were provided by Goodness Grows in North Carolina Members Earl, Buddy, and Betsy Deal of Smokey Holler Tree Farm in Allegheny County. The Deals were awarded the right to provide the White House Trees by being Grand Champions of the National Christmas Tree Association Tree Contest in August 2004. The trees were delivered to the White House on a "Got to Be NC Fraser Fir Christmas Tree" trailer pulled by a NCDA&CS truck.



Military / Commissary News

The NCDA Marketing Department and the North Carolina Military Business Center (NCMBC) hosted a seminar in February for the Goodness Grows in North Carolina members to aid them in understanding how to sell more effectively to the United States Military.

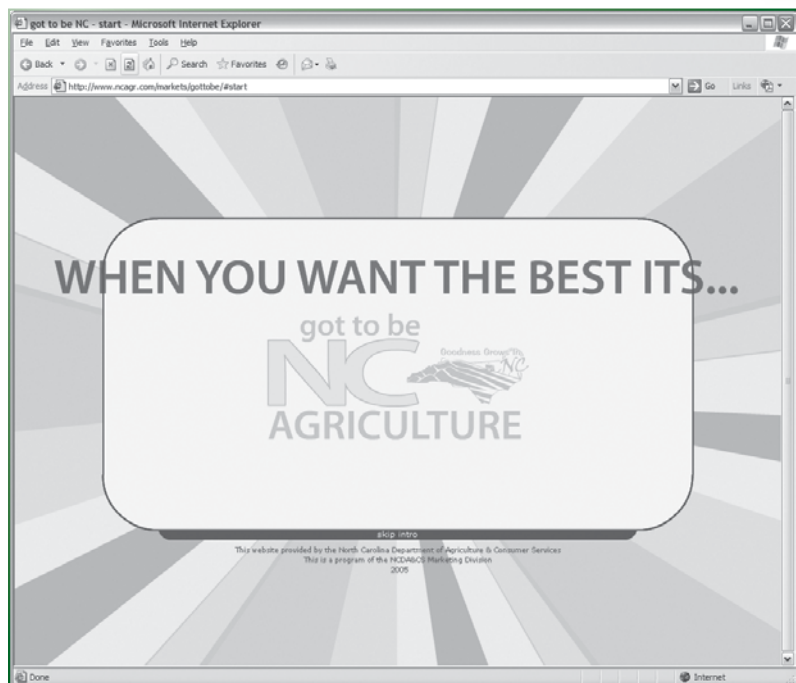
The NCMBC is part of the North Carolina Community College System and their mission is to leverage military and other federal business opportunities for economic development in North Carolina. NCMBC identifies opportunities, links them to North Carolina businesses and provides assistance to help complete and win military bids.

We scheduled a general session, as well as smaller breakout sessions. After lunch individual businesses had an opportunity to have a one on one meeting with different "prime vendor" buyers and U.S. Military personnel.

For more info, please visit www.ncmbc.us



Got to Be NC Goes World Wide... Web That Is



Recently, the NCDA & CS unveiled its newest marketing tool, GottoBeNC.com. With the ever-increasing need for a web presence, the addition of the web site is one important step being taken to promote North Carolina agricultural products to the consumer. The main focus of the site is to help consumers make informed decisions when it comes to how and where they shop. It offers a breadth of information ranging from Goodness Grows in North Carolina program details and news to recipes and the opportunity to win prizes and buy merchandise.

Got to Keep Those Trucks Rolling!

Your eyes didn't fool you; that might have been one of the new Got to Be NC tractor trailers that you saw rolling down the interstate recently. The majority of our Food Distribution division's 32 trucks now have full color graphics touting the Got to Be NC program. Many of our commodity associations also purchased banners to have their products featured.

The trucks are part of Food Distributions' fleet that delivers USDA approved foods to schools, disaster relief agencies, charitable institutions and others throughout the state.

We're reaching thousands of people everyday just by traveling the state's highways!



Be My Goodness Grows in NC Valentine

With love in the air, Goodness Grows in North Carolina (GGINC) offered a member of the WPTF & Y-102.9 listening audiences the chance to be the "Valentines Queen for a Day". We gave away ten gift baskets filled with GGINC promotional items and member products to qualifying contestants. We also gave away one grand-prize basket worth more than \$100 filled with items generously donated by Ander's Natural Soap Company, B&B Pecans, Chocolate Smiles and Maxwell's Gourmet Foods.

Listeners were encouraged to visit wptf.com and submit stories of their most memorable Valentines Day. From the submissions, ten qualifiers and one grand-prize winner was chosen as the "Valentines Queen for a Day". The promotion offered free exposure to the included products through radio advertisements on WPTF and Y-102.9 and traffic promotional spots on all Curtis Media stations in the Raleigh area and listings on wptf.com.

Goodness Grows in North Carolina is committed to offering members this type of promotional activity through radio, television and sports sponsorships. If you would like more information about becoming more involved with these or other types of promotional activities, contact Jeff Thomas at 919.733.7912 or jeff.thomas@ncmail.net.

The Flavors of Carolina

The Flavors of Carolina shows in Charlotte, Raleigh and Charleston, SC were all tremendous successes.

In January, the Charlotte show offered nine new companies the opportunity to experience a first-class trade show. A total of fifty-five companies exhibited to over 300 buyers, including all major food outlets in the Charlotte area, at the Oasis Shrine Center, a new venue for the Flavors of Carolina show.



That momentum carried over to the Raleigh show where over 200 buyers sampled products from the fifty exhibitors at the North Raleigh Hilton in February. New food companies continue to use these shows to gain new markets. The Raleigh show was a great example with eleven companies experiencing the Flavors of Carolina show for the first time.

If you are interested in participating in the Flavors of Carolina food shows, please call Myrtle Earley at 919.733.7912 ext. 231 or email myrtle.earley@ncmail.net.

SEMPER FI. TO THOSE WHO LEFT FOOD PRODUCTS FOR THE MARINE CORPS DISASTER UNIT.

The products given to the Marines after the "The Flavors of Carolina" show go to those in our state that are less fortunate. The perishable products are given to The Battered Women's Shelter in Charlotte and The Community Table in Sylvia, N. C. The non-perishable products are placed in a controlled temperature storage unit for disaster use.

In the past three years, The Marines have provided hot meals to survivors of hurricanes in Virginia, N. C., Florida and Mississippi.

Thank you for your kindness.

Mike Goodman

Retail

Retail Stores Proudly Wave Their North Carolina Banners

We have been busy placing the NEW vertical signs up in many of the Lowes Food Stores, Kroger Roanoke Division Stores, and Piggly Wiggly Eastern North Carolina Stores. This helps the consumer identify that they are shopping in a North Carolina section. In these sections you will find nothing but products made in North Carolina and are part of the Goodness Grows in North Carolina program. These signs also indicate the new "Got to Be NC Products" logo, with arrows pointing to the section.

Additional information about NC Sections, please visit GottoBeNC.com

Ingles Markets Ads Go NC

Ingles Super Market has scheduled a full page "Got to Be NC Products" / Goodness Grows in North Carolina ad in the month of April. The North Carolina companies that are currently in distribution have an opportunity to partner with NCDA to feature North Carolina products with a full-page ad. The NCDA helps to fund this type offer and it gives North Carolina businesses a new opportunity to sell products

Earth Fare Picks Julie's Greenhouse Tomatoes

Earth Fare just recently approved Julie's Greenhouse Tomatoes for distribution. We helped with signage and banners to be hung throughout Earth Fare Stores. With the help of the NCDA & CS Marketing Division, Earth Fare is also utilizing custom signs to promote the tomatoes. Earth Fare is based in Asheville with six stores in North Carolina. They are currently looking for more North Carolina produce suppliers.



For more information, contact G.W. Stanley at 919.733.7912 or G.W.Stanley@ncmail.net.

Food Service



Who serves the best dish in North Carolina?

That's what Goodness Grows in North Carolina is trying to determine by sponsoring the inaugural statewide "Best Dish in NC" restaurant contest. The contest, for any restaurant that does business in North Carolina, is divided into two categories; chains and independents. Restaurateurs are challenged to feature a dish using North Carolina products and ingredients. The more North Carolina produce, seafood, meat or condiments incorporated into the dish, the better the chance of winning. Winners will receive a generous cash award, a full-page ad in *Our State* magazine as well as the priceless bragging rights to serving what has been deemed the best dish in the state.

Restaurants had until March 24 to send in their recipes and applications. From there, a distinguished panel of judges, who serve prominent roles in the state's foodservice industry, selected five finalists in each category. Finalists are required to serve and highlight the dish for four consecutive weeks between April 28th and July 31st. Finalist were not chosen by press time for this article, but can be found at GottoBeNC.com by clicking on the "Best Dish" logo. All consumers are encouraged to try each dish and go online to vote for their favorite.

Judges will visit each finalist's restaurant to sample the dish and judge it based on use of local products, how it's featured, creativity, taste and presentation. Winners will be announced in August. A full-page ad will appear in the October issue of *Our State* magazine providing statewide promotion of the winners' restaurants.

You can support state food producers, growers and restaurants by visiting participating restaurants and tasting the best local recipes in the Carolinas for yourself!

Produce



Enjoy Summer's Best Potatoes from North Carolina

Consumers always look forward to the fresh "new" potatoes grown by North Carolina farmers. After buying potatoes from other areas that have been in storage all winter the "new" thin skin potatoes are a welcome addition, fresh from the field to the dinner table. Harvest takes place about June 5 through July 30. Approximately 18,000 acres of round whites, reds, and Yukon golds are raised in the fertile soils of Eastern North Carolina.

The NC Potato Association will hold their 78th annual meeting on May 22, 2006 in Elizabeth City, NC. The day begins with a superball golf tournament and ends with an evening banquet at the Pines Golf and Country Club. All functions are complimentary for attending buyers including your hotel room.

For additional information about North Carolina potatoes, visit ncfreshlink.com, ncpotatoes.org, or contact Tommy Fleetwood, NCDA & CS marketing specialist at tommy.fleetwood@ncmail.net or 252.331.4773.



Produce

North Carolina Strawberries Just Ripe for You

North Carolina Strawberries will soon be here. Fresh strawberries are typically available from mid-April to mid-June. Known throughout the south as the "first sweet taste, of spring". These red juicy berries are not only good tasting, they are good for you as well. A good source of vitamins A and C, berries make an excellent addition to a nutritionally sound diet. They are easy to handle and perfect for a quick snack or as dessert after a delicious meal.

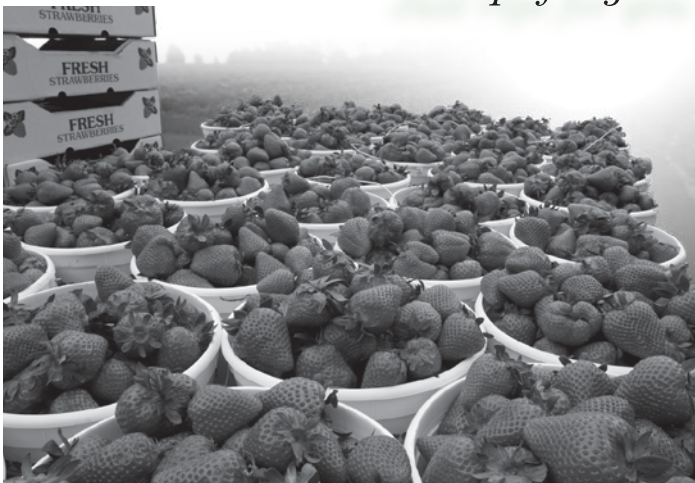
NC Strawberries will be arriving sooner than you think. The marketing campaign this year will encourage consumption and increase public consumer awareness. The "Just Ripe for You" message will be heard around the state via radio advertisements and magazine articles. Your customers will be enticed to ask, "Are these 'Fresh NC Strawberries'?"

The Strawberry web site for commercial producers is ncstrawberry.net or ncfreshlink.com.

NCDA&CS marketing contact is Kevin Hardison at 919.733.7136 ext. 242 or e-mail at Kevin.Hardison@ncmail.net



Just ripe for you.



International

The International Trade Staff completed a successful mission with fancy foods producers Ford's Gourmet Foods and Argo Century at the ANUGA 2005 Trade Fair in Cologne, Germany. ANUGA is the world's biggest food & beverage show. Both companies said that they were impressed with the outcome of the promotion.

The trade staff promoted North Carolina sweet potatoes at the Fruit Logistica fruit and vegetable show in Berlin, Germany in February 2006. Sales of North Carolina sweet potatoes have been building steadily in Europe, and the Fruit Logistica promotion introduced growers to new distributors in Europe.

China is a growing market for U.S. food products. NCDA&CS will exhibit at the SIAL China trade show May 29-31 in Shanghai. Contact John Jenkins at 919.733.7912 for details about exhibiting.

NCDA&CS International Trade will host a visiting delegation of Hong Kong buyers in Summer 2006. The buyers are looking for meat, poultry and processed food products for export to Hong Kong. Contact John Jenkins at 919.733.7912 for details.

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**Every purchase means marketing funds
for the Goodness Grows program!**

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Welcome to Our Newest Goodness Grows in North Carolina Members

This is shaping up to be a great year for Goodness Grows in North Carolina. We have some exciting things planned and with the addition of our newest members, we are growing stronger. Please join us in welcoming them to the membership.

- **Beaver - Rill Farms, Inc.** – Corn, soybean, wheat and hay producer – *Burlington, NC*
- **Bobby T. White** – Livestock producer – *Pittsboro, NC*
- **Bob's Pick & Pay** – Produce grower – *Fairmont, NC*
- **Celestial Farms, LLC** – Maker of handcrafted soaps – *Zebulon, NC*
- **Craven's Produce** – Grower of sweet corn, field peas and annual flowers – *Candor, NC*
- **Dale's Blueberries** – Blueberry grower – *Maxton, NC*
- **David Brock Farms** – Strawberry Grower – *Winterville, NC*
- **Edenton Brewing Company, Inc** – Brewer of craft beers – *Raleigh, NC*
- **Elliot Farms** – Grower of soybeans, wheat, tobacco and peppers – *Roxboro, NC*
- **Five Minutes to Fabulous** – Maker of gourmet dips, spreads and cheeseball mixes – *Lenoir, NC*
- **Foust Family Farm** – Produce Grower – *Whitesett, NC*
- **Fullam Creamery, Inc.** – Maker of cheeses and yogurts – *Hendersonville, NC*
- **Harry L. and Joseph L. Farm** – Grower of soybeans, corn and peanuts – *Belvidere, NC*
- **Headstart Gourmet** – Developer of gourmet Beurre Rouge sauces – *Durham, NC*
- **Hector's Creek Farm** – Livestock producer – *Fuquay-Varina, NC*
- **James L. Smith** – Grower of potatoes and corn – *Lexington, NC*
- **Jenkins Farm** – Operator and grower for "Pick – Your – Own" vegetables – *Durham, NC*
- **Jodeco Foods, LLC** – Maker of Jodeco's Southern Twang grilling sauce – *Raleigh, NC*
- **Lucky 4 Farms, Inc.** – Producer of tobacco, corn, soybeans, cotton, peanuts, wheat and turkeys – *Stantonsburg, NC*
- **King Farm** – Grower of fescue as beef and tomatoes – *Yanceyville, NC*
- **Lan Are, Inc** – Grower of ornamentals, trees and shrubs – *Durham, NC*
- **Newton Farms** – Livestock and raw crop producer – *Rougemont, NC*
- **R.B. Knowles, Inc.** – Corn, soybean, peanut and cotton grower – *Windsor, NC*
- **Rainbow Garden Farms** – Producer of honey and free range eggs – *Rocky Mount, NC*
- **Randall Farms** – Produce grower – *Fuquay-Varina, NC*
- **Robert Kurfees** – Sweet potato, sweet corn, squash and bean grower – *Mocksville, NC*
- **Robinson Farm** – Grower of soybeans and corn – *Kelly, NC*
- **Sarliz, Inc.** – Maker of Savory Basics Soup Stocks – *Apex, NC*
- **Seasonal Produce** – Produce grower – *Clyde, NC*
- **Skinner Peanuts & Produce** – Peanut and corn grower – *Dublin, NC*
- **Steele Farms** – Producer of poultry and cattle; Grower of produce – *Cleveland, NC*
- **Tommy Whicker** – Hay producer – *Tobaccoville, NC*
- **Tunnell Farms** – Grower of produce – *Swanquarter, NC*



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*Please note that we are required to have 300 paid applications
before the tags can be printed so we need your help.*

THE LINC

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